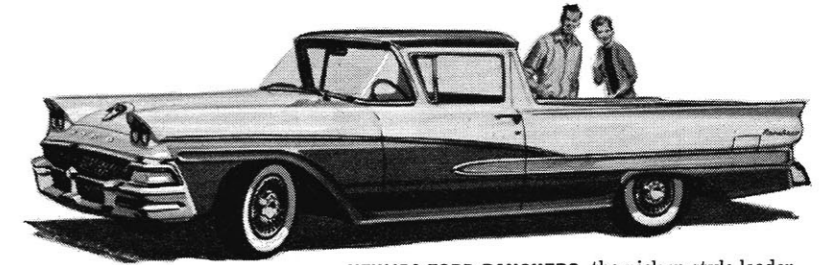
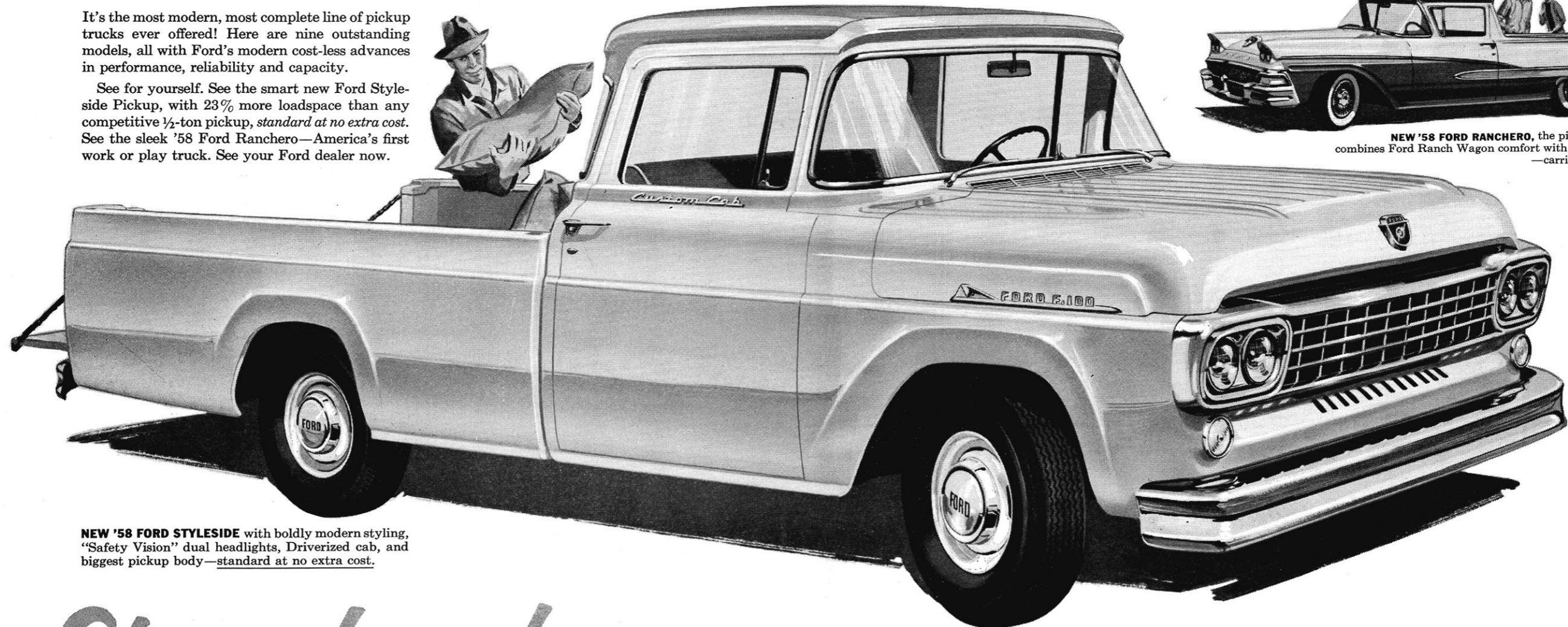


Step in... NEW '58 FORD PICKUPS

It's the most modern, most complete line of pickup trucks ever offered! Here are nine outstanding models, all with Ford's modern cost-less advances in performance, reliability and capacity.

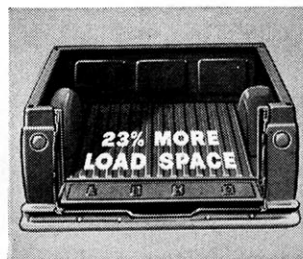
See for yourself. See the smart new Ford Style-side Pickup, with 23% more loadspace than any competitive 1/2-ton pickup, *standard at no extra cost.* See the sleek '58 Ford Ranchero—America's first work or play truck. See your Ford dealer now.



NEW '58 FORD RANCHERO, the pickup style leader, combines Ford Ranch Wagon comfort with real truck muscle —carries over half a ton.

NEW '58 FORD STYLESIDE with boldly modern styling, "Safety Vision" dual headlights, Driverized cab, and biggest pickup body—*standard at no extra cost.*

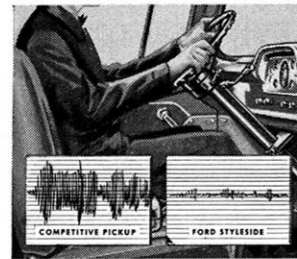
Step ahead...with all that's new...costs less, too!



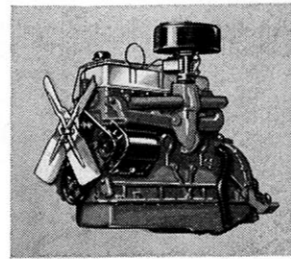
NEW capacity! Extra-wide bodies give you 23% more loadspace than any other half-ton pickup... biggest loadspace per dollar!



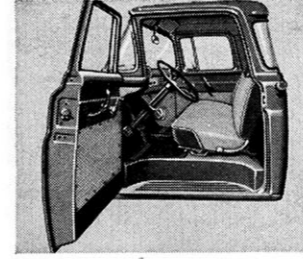
NEW savings! You pay nothing extra for the extra loadspace of Ford's modern Styleside body. It's standard at no extra cost!



NEW easy ride! Scientific Impact-O-Graph tests have proved superiority of Ford suspension—a ride mighty close to that of a car.



NEW power! Only Ford offers modern Short Stroke engine design in Six and V-8! Lowest-priced Short Stroke Six you can buy!



NEW comfort, safety! Driverized cab has suspended pedals, inboard step. Life-guard steering wheel, double-grip door latches.

The big fleets buy more Ford Trucks than any other make!

FORD TRUCKS COST LESS

LESS TO OWN...LESS TO RUN...LAST LONGER, TOO!